

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #044880

Mr. P. Martin

A. D. BEDELL

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Page:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

<u>Product / Premium Arrival:</u>	<u>June 29, 1998</u>
<u>Ship Date to Retail:</u>	<u>Week of: July 13, 1998</u>

Displays (Item #542810)	
<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units

<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	\$1,060.47

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51845 6229

-2-

\$1.00 Off 2-Pack Tear Tape

A. D. BEDELL

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (6M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51845 6230

WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL 51/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162625	565432	CONSUMER BEV. 1280	1280 ABBOTT RD	LACKAWANNA	NY	14218	1	NYS	2477-0000		(716)826-8859
162602	162625	565433	CONSUMER BEV. 1375	1375 UNION RD	WEST SENECA	NY	14224	1	NYS	2477-0000		(716)675-4934
162604	162225	752618	LIGHTNING EXPRESS	6 MOUNT MORRIS RD	LEICESTER	NY	14481	2				(716)382-9510
162605		712144	SMOKE N GUN	22 MAIN ST	ADDISON	NY	14801	1			960393	(607)359-4600
162605		680048	K&J'S KITCHEN	3705 STATE ROUTE	BRANCHPORT	NY	14418	1			BRU	
162606	162225	398169	GIANT FOOD MKT	PARK ST	WELLSVILLE	NY	14895	1			BRU	(716)593-4280
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	1	NYS			(716)483-5371
162607	162228	382720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	3			BRU	(814)228-3660
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1				(814)723-5705
162607		781094	BP SERVICE	COUDERSPORT SERVI	EMPORIUM	PA	15834	1				(814)486-0886
162607	162628	398214	MARKET BASKET 27	LYONS STREET	SHINGLEHOUSE	PA	16748	1			BRU	(814)697-7145
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	2				(814)726-0341
162607	162228	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	2			BRU	(914)228-3318
162607		543714	LANES CITGO	306 S. MAIN STREET	SHEFFIELD	PA	16347	1			917609	(814)968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162607	162628	399179	TOWN&COUNTRY STORE	19 MAIN ST	SUGAR GROVE	PA	16350	1			915298	(814)489-7854
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1			BRU	(814)367-2707
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	1			BRU	(814)723-7199
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1			948513	(814)834-7070
162607	162628	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	2				(814)887-5585
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	2				(814)827-1227
173001	173022	572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	1			939827	(814)589-7696

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 30

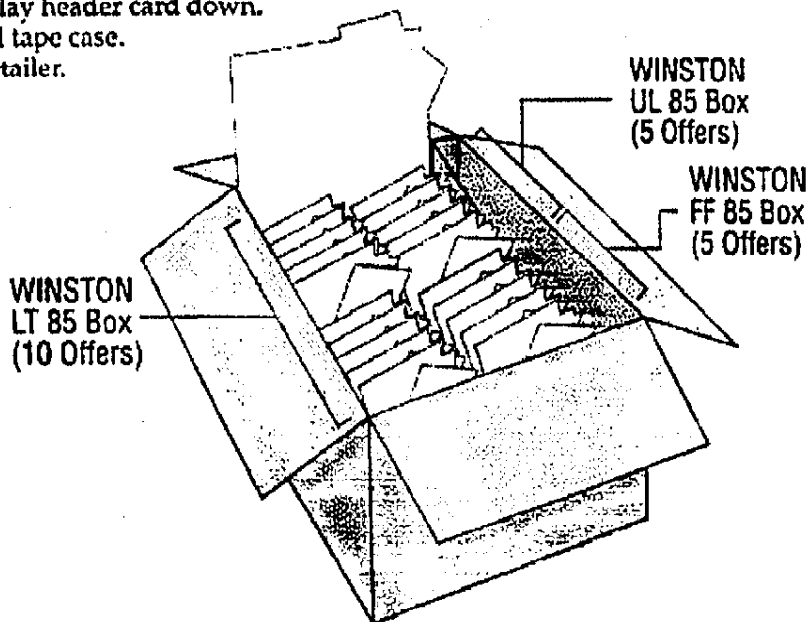
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WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTION
3RD QTR.'98

July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S 1 / 2 PKS

Brand Style	Box	Lt Box	UL LT BOX			
Number of Cartons	1	2	1			

51845 6232

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck

when you buy 2 packs.



Lose the additives.

Save a buck

when you buy 2 packs.

Lose the additives.

Save a buck

when you buy 2 packs.

No additives.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.